

ABSTRACT

Self-reward is an activity that gives appreciation to oneself for the hard work that has been done and also to encourage productivity (Gretchen, 2014). Cilegon City is still relatively minimal in body care facilities, often Cilegon city women must go out of town for body treatment. Established in 2015, Griya Aura is a beauty house that offers more than 50 variants of body treatments ranging from hair spa, body massage, totok, facials with advanced facilities combined with traditional ingredients of the Yogyakarta palace. In the 5th year of operation, Griya Aura wants to increase the number of new consumers, but from the google form data collected from Cilegon City's women aged 21-40 years, it was found that the majority of women in Cilegon City still do not know the existence of Griya Aura because they are rarely exposed to its promotional media. With qualitative research methods, it is hoped that this design can create a promotional strategy and visual design that can increase the number of consumers who will come and perform maintenance at Griya Aura Cilegon.

Keywords: Self-reward, treatment, spa, promotion